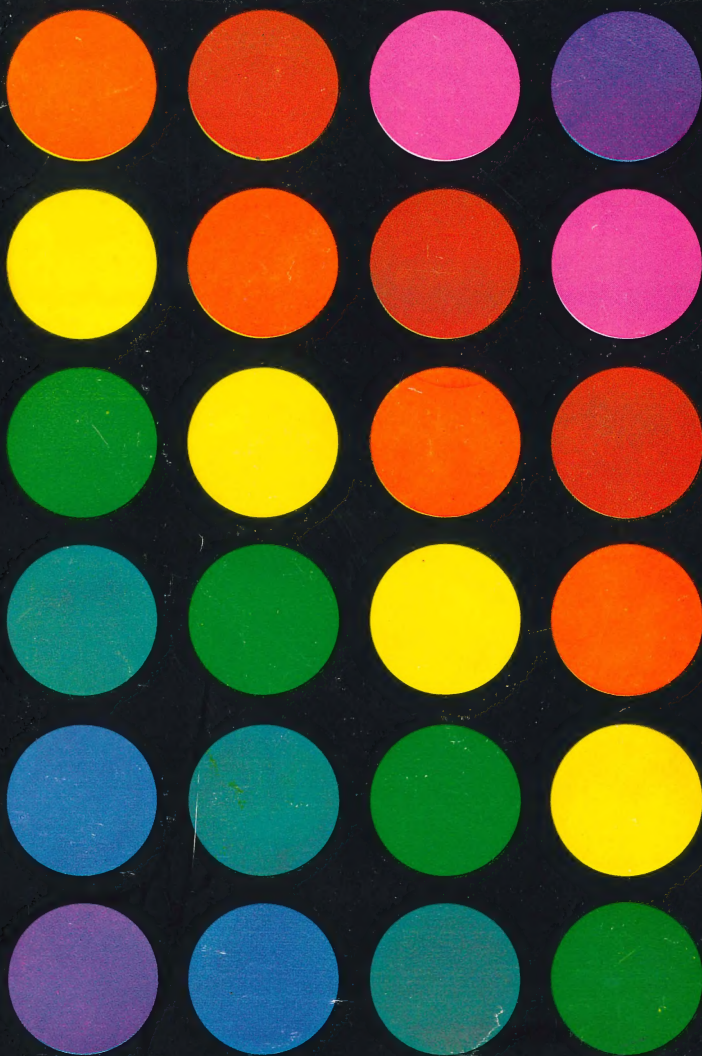# HOW TO USE THE NEW POLACOLOR LAND FILM

BRIGHT SUN SCENIC Choose a landscape or scene that has a center of interest (a building, figure, etc.). Try framing one side of the picture with a tree or other object in the foreground. Set the range to infinity.
Set camera to 1/125th at f/11 (or EV 14).

INDOOR FLASH PICTURE Stand 5 feet from your subject (later try other distances — see flash guide, page 4). Background should be simple and fairly close to the subject. A light background makes a better flash picture. If you have a group, arrange them so that each person is about the same distance from the flash.
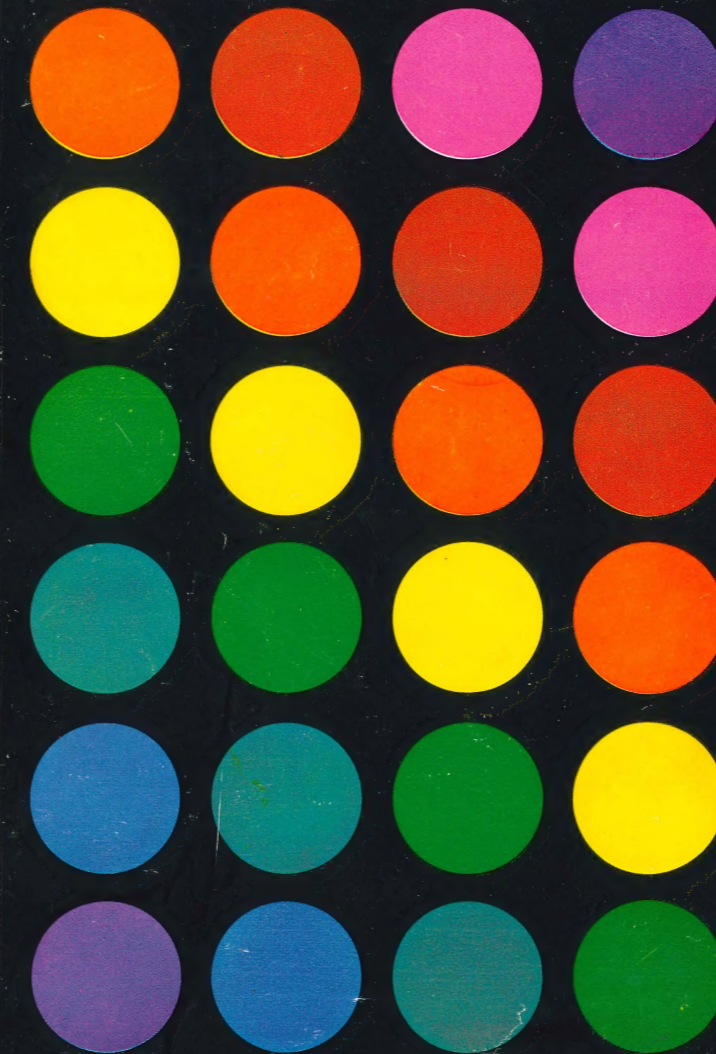**Use EV 13 with AG-1B bulb at 5 feet. See FLASH (page 4).**

HAZY DAY PICTURE This can be one of your most beautiful shots. On a hazy or overcast day, the colors are soft and delicate, not bright as in the direct sun. Remember to move in close. Choose a simple background. Hold the camera very steady, since the shutter speed will be slower in this light.
Usually EV 12 or 13. Check with meter.

OPEN SHADE PICTURE Try this last after you have been successful with the other pictures described. Look for open (not deep) shade near a wall or other object that just cuts off the direct sun, but lets the sky light fall on the subject. Hold the camera very steady.
Usually 1/60th at f/8 or EV 12 (check with meter).

HOW TO USE THE NEW POLACOLOR LAND FILM

The technique of using Polaroid Land color film is different in many ways from that of the black-and-white film that you have been using. Please read this folder carefully before you put the color film in your camera. It is designed to help you make your first pictures as nearly perfect as possible.

There are four folders included with your film. Use the one that contains the instructions for your camera model and discard the other three. **This sheet is for Land Camera Models 110, 110A, 110B and 120.**

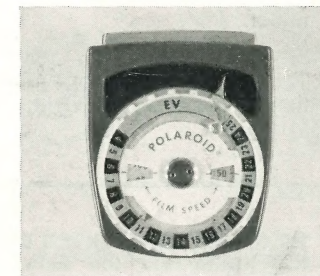## USEFUL POLAROID COLOR FILM ACCESSORIES

POLAROID FLASHGUN #269 and #270

This flashgun has been designed especially for use with Polacolor Film. It fits right on the "shoe" clip on the top of the camera and fires when you press the shutter. It uses inexpensive M-3 bulbs. The #269 fits all of the above cameras except the Model 110 which takes #270 with a special adapter available from Polaroid.

POLAROID EXPOSURE METER #625 The best way to get well exposed color pictures is to use an exposure meter. This ultra-sensitive meter has been designed specifically for Polaroid Land Cameras and is recommended for all non-electric eye models. It clips right on the camera and gives accurate readings in all situations from relatively dim indoor light to brilliant beach or snow scenes. There are no complicated f/ stops to figure. You can read the correct settings for your camera right from the meter.

DAYLIGHT

These cameras can make beautiful Polacolor prints in a wide range of lighting conditions from bright sun to shade. However, we recommend that you make your first pictures of subjects in bright sun.

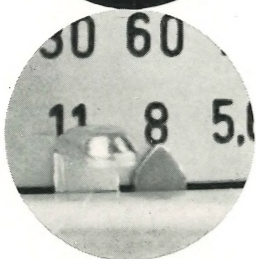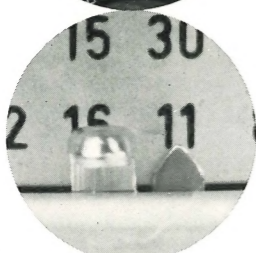**SET SHUTTER** For most bright sun pictures you will want to use 1/125th of a second (1/100th on Model 110).

COCK THE SHUTTER

SET LENS OPENING With the above shutter speed the suggested settings for most subjects in bright sun would be f/11 (or EV 14). For an extremely bright scene (such as a beach) use f/16 (or EV 15). If your subject is in the shade, or if the day is overcast or cloudy, you should use an accurate exposure meter to get well exposed pictures. Most shade pictures are at EV 12 (use 1/60th at f/8).

FOCUS CAREFULLY Use the rangefinder.

TO TAKE THE PICTURE See instructions in the column at right.

TO DARKEN OR LIGHTEN DAYLIGHT PICTURES Use the lens opening control to darken or lighten pictures. Remember, when you move it to a **lower** number (either the f stop or the EV number) you are making the next picture **lighter.** The reverse is also true.
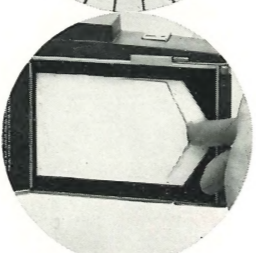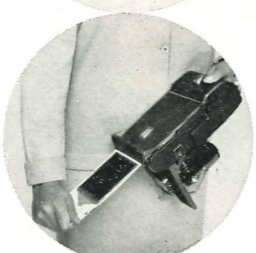
2

ALL PICTURES

HOLD IT STEADY Most important for subjects not in bright sun, when the shutter moves slowly. Center your subject in the viewfinder. Gently squeeze the shutter release.

PULL THE TAB Pull it straight as shown, rather swiftly, smoothly, without hesitation, until the film stops. Start timing. Color film is harder to tear off than black-and-white. Therefore be sure you have attached the cutter-bar "teeth" #274 or #274L available from your dealer.

TIME IT Develop for 50 seconds. If it is cold, development time should be longer (see picture tips packed with the film).

REMOVE THE PRINT Unlike black-and-white pictures, color pictures do not have to be coated.

LET IT HARDEN The surface of the picture will appear nearly dry, but it should not be touched for a few minutes. It will harden to a glossy surface.

3

FLASH

USE ONLY BLUE BULBS Use of a standard Polaroid flashgun is recommended. Use 5B bulbs. If you have a wink-light, attach the Flasher #256 and use AG-1B bulbs. The flash should point directly at the subject. If you do not have a flashgun or a wink-light, buy the Polaroid Flashgun #269 or #270 which uses M3 (white) bulbs. Be sure you have a fresh battery in your flashgun or wink-light.

SET FLASH SYNC TO "M"

SET SHUTTER Use 1/30th of a second (1/25th on Model 110) for most flash pictures.
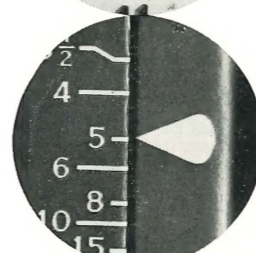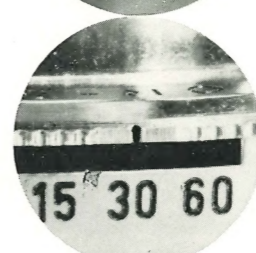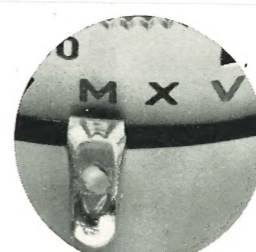
COCK THE SHUTTER

FIND THE DISTANCE To get a well exposed flash picture you must first know the distance from the flashgun to the subject. Focus on the subject with the rangefinder, then look at the distance scale. Then set the correct f stop or EV number for that distance according to the flash guide (below).
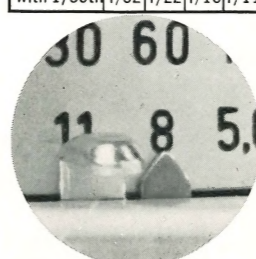
SET EXPOSURE Check this distance (5 ft. in our example) with the flash guide for the correct EV number or f stop. In this case use EV 14 for 5B bulbs and EV 13 for AG-1B bulbs.

TO TAKE THE PICTURE See instructions in the column at left.

wink-light & Flasher/AG-1B bulb				
Distance	3½'	5'	8'	12'
EV#	14	13	12	11
with 1/30th	f/22	f/16	f/11	f/8

#281 Flashgun/5B bulb				
Distance	3½'	5'	8'	12'
EV#	15	14	13	12
with 1/30th	f/32	f/22	f/16	f/11

TO DARKEN OR LIGHTEN FLASH PICTURES Use the lens opening control to darken or lighten pictures. Remember, when you move it to a **lower** number (either the f stop or EV number) you are making the next picture **lighter.** The reverse is also true.

4

PORTRAIT IN DIRECT SUN Stand as close as possible (3½ to 5 feet) and choose a simple uncluttered background. A dark background will make your subject brighter and more colorful. Subject should be in direct sunlight. Sidelighting adds interesting shadows.

Set camera as shown under DAYLIGHT (page 2).

TURNED AWAY FROM THE SUN Turn your subject so most of his face is just out of the bright sun. The light is soft and the subject doesn't have to squint. This is the best position if the sun is directly overhead. Be careful that the sun does not shine directly into the lens.

Usually 1/60th at f/8 or EV 12 (check with meter).

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